Permit #F00026835

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00026835 **Type of Permit:** FILMING **Release Date:** 04/13/2010

Production Company FOCUS STUDIO

Insured Company Name FOCUS STUDIO

Contact Phone No. 1 310-399-9400
Contact Phone No. 2
Fax 310-399-1180
Address 4 ROSE AVE
VENICE, California 90291

Production Title KSWISS

Type of Production Commercial - Standard

Producer Nik Atkins

Director Nik Atkins

1st AD Nik Atkins

Production Manager Nik Atkins

FilmL.A. Coordinator Adrian Fayad

Location Manager Nik Atkins
Primary Phone Office - 310-399-9400
Secondary Phone Mobile - 310-663-4402

Location Assistant Nik Atkins
Primary Phone Office - 310-399-9400
Secondary Phone Mobile - 310-663-4402

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,160.00

Number of Locations 5

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Summary Information — Location

Permit Number F00026835
Production Company FOCUS STUDIO
Insured Company FOCUS STUDIO
Production Title KSWISS

Location Manager Nik Atkins
Primary Phone Office - 310-399-9400
Secondary Phone Mobile - 310-663-4402

Location Address Speedway, Dewey, S.Centinella, Washington Blvd. Inclusive, Venice, CA, 90291

Location Names

Location Type Walking Grid

Location Description

Film Dates 4/14/2010 - 4/19/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document Focus Agent Letter.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	6
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities All exterior establishing beauty still shots of models against scenery; All shooting contained on city sidewalks.Filming broll of still phot shoot taking place, w/1 handheld camera.;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street : On private property, at/or legally in the street.

Crew Parking
Location Type : Location
Street : On private property, at/or legally in the street.

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Summary Information — Location

Permit Number	F00026835	**Location Manager**	Nik Atkins
Production Company	FOCUS STUDIO	Primary Phone	Office - 310-399-9400
Insured Company	FOCUS STUDIO	Secondary Phone	Mobile - 310-663-4402
Production Title	KSWISS		

Location Address Venice Boardwalk Ocean Front Walk, Rose Ave. - Washington Blvd., Venice, CA, 90291

Location Names

Location Type Sidewalk

Location Description

Film Dates 4/14/2010 - 4/14/2010 15:00 - 19:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document Boardwalk Restrictions _5_.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities All exterior establishing beauty still shots of models against scenery; Filming still photo shoot taking place on boardwalk w/1 handheld camera, shooting broll.;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO MONITOR REQUIRED.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

Permit Number F00026835
Production Company FOCUS STUDIO
Insured Company FOCUS STUDIO
Production Title KSWISS

Location Manager Nik Atkins
Primary Phone Office - 310-399-9400
Secondary Phone Mobile - 310-663-4402

Location Address Howland Canal., Court B - Court C , Los Angeles , CA, 90291

Location Names

Location Type Walking Grid

Location Description

Film Dates 4/14/2010 - 4/14/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	6
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities All exterior establishing beauty still shots of models against scenery; All shooting contained on city sidewalks.Filming broll of still phot shoot taking place, w/1 handheld camera.;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note LOCATION CLEARED WITH TRUDI PUSKIN

Parking

Base Camp
Location Type : Location
Street : On private property, at/or legally in the street.

Crew Parking
Location Type : Location
Street : On private property, at/or legally in the street.

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Summary Information — Location

Permit Number F00026835
Production Company FOCUS STUDIO
Insured Company FOCUS STUDIO
Production Title KSWISS

Location Manager Nik Atkins
Primary Phone Office - 310-399-9400
Secondary Phone Mobile - 310-663-4402

Location Address Dell Ave., Court A - Court B, Los Angeles, CA, 90291

Location Names

Location Type Walking Grid

Location Description

Film Dates 4/14/2010 - 4/14/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	6
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities All exterior establishing beauty still shots of models against scenery; All shooting contained on city sidewalks.Filming broll of still phot shoot taking place, w/1 handheld camera.;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

Location Notes

Coordinator Note LOCATION CLEARED WITH TRUDI PUSKIN

Parking

Base Camp
Location Type : Location
Street : On private property, at/or legally in the street.

Crew Parking
Location Type : Location
Street : On private property, at/or legally in the street.

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Summary Information — Location

Permit Number F00026835
Production Company FOCUS STUDIO
Insured Company FOCUS STUDIO
Production Title KSWISS

Location Manager Nik Atkins
Primary Phone Office - 310-399-9400
Secondary Phone Mobile - 310-663-4402

Location Address Grand Canal Ct., Bari Wy - Carrol Canal Walk , Los Angeles , CA, 90291

Location Names

Location Type Walking Grid

Location Description

Film Dates 4/14/2010 - 4/14/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	6
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	12

Filming Activities All exterior establishing beauty still shots of models against scenery; All shooting contained on city sidewalks.Filming broll of still phot shoot taking place, w/1 handheld camera.;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

Location Notes

Coordinator Note LOCATION CLEARED WITH TRUDI PUSKIN

Parking

Base Camp
Location Type : Location
Street : On private property, at/or legally in the street.

Crew Parking
Location Type : Location
Street : On private property, at/or legally in the street.

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the focus studio

Permit #F00026835

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of The Focus Studio ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: _____

The Focus Studio
Name of Principal

By: _____
Representative's Signature

Greg Broussard
Print Representative's Name

Executive Producer
Representative's title

4 Rose Ave.
Venice, CA 90291
Principal's Address

310.399.9400
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

Jess@filmPermit

NOT A PERMIT

Permit #F00026835

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication

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link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- OK to have 2 minute pedestrian control along the Boardwalk.
- Must work around maintenance activities. Wednesday is mow day. **Maintenance has the right of way at all times.**
- May not be on any of the taped off grassy areas. May not take down the tape or fencing for any reason, no exceptions.
- Must stay off the turf at all times.
- Company must be aware that Boardwalk might be a little bit more dirty with regards to high patron traffic.
- **MAY NOT FILM BEFORE 9AM**.
- **Must stay out of the Rec. Center areas at all times unless arrange payment with Rec. Center prior to filming.**
- **WEDNESDAY IS MOW DAY.**
- **OK TO FILM ON BOARDWALK ONLY FROM ROSE TO WINDWARD.**

S-26835
ADVANCE MAGAZINE PUBLISHERS- KSWISS
(VENICE BOARDWALK)

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